

## FIRST COAST NEWS



A GANNETT COMPANY

Primary AE:	Jim Quinn
Sales Office:	T-PHI
Sales Region:	NAT

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	84	\$155,150.00	\$131,877.50	0.00
Totals	84	\$155,150.00	\$131,877.50	0.00

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	4%	\$14,776.19
WCWJ	0%	\$0.00
WJXT	23%	\$84,963.10
WJXX	7%	\$25,858.33
WTEV	24%	\$88,657.14

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	08/01/12	08/03/12	M-F 6-7a M-F 6-7am	CM	6a-7a	--WTF--	:30	6	\$1,000.00	P-1	0.00	NM	6	\$6,000.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/30/12	08/05/12	--WTF--		6			\$1,000.00			0.00			
E 2	WTLV	08/06/12	08/07/12	M-F 6-7a M-F 6-7am	CM	6a-7a	MT-----	:30	4	\$1,000.00	P-1	0.00	NM	4	\$4,000.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	MT-----		4			\$1,000.00			0.00			
E 3	WTLV	08/01/12	08/03/12	Today Show M-F 7-9am	CM	7a-9a	--WTF--	:30	6	\$950.00	P-1	0.00	NM	6	\$5,700.00
2X MAX/DAY															

Order / Rev: 703571  
 Alt Order #: 6258694  
 Flight Dates: 08/01/12 - 08/07/12

Advertiser: Romney, M/ RNC  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 298  
 WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WTLV	08/01/12	08/03/12	Today Show M-F 7-9am	CM	7a-9a	--WTF--	:30	6	\$950.00	P-1	0.00	NM	6	\$5,700.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12	--WTF--						6	\$950.00		0.00			
E 4	WTLV	08/06/12	08/07/12	Today Show M-F 7-9am	CM	7a-9a	MT-----	:30	4	\$950.00	P-1	0.00	NM	4	\$3,800.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/12/12	MT-----						4	\$950.00		0.00			
E 5	WTLV	08/01/12	08/03/12	Today Show M-F 7-9am	CM	7a-9a	--WTF--	:30	6	\$950.00	P-1	0.00	NM	6	\$5,700.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12	--WTF--						6	\$950.00		0.00			
E 6	WTLV	08/01/12	08/03/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	--WTF--	:30	5	\$1,400.00	P-1	0.00	NM	5	\$7,000.00
2X MAX/DAY: W, TH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12	--WTF--						5	\$1,400.00		0.00			
E 7	WTLV	08/06/12	08/07/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	MT-----	:30	3	\$1,400.00	P-1	0.00	NM	3	\$4,200.00
2X MAX/DAY: M															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/12/12	MT-----						3	\$1,400.00		0.00			
E 8	WTLV	08/06/12	08/07/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	MT-----	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/12/12	MT-----						2	\$1,200.00		0.00			
E 9	WTLV	08/01/12	08/03/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	--WTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12	--WTF--						3	\$1,200.00		0.00			
E 10	WTLV	08/06/12	08/07/12	Olympics Zone Olympics Zone	CM	Olympics Zone	MT-----	:30	2	\$1,300.00	P-1	0.00	NM	2	\$2,600.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/12/12	MT-----						2	\$1,300.00		0.00			
E 11	WTLV	08/01/12	08/04/12	Olympics Zone Olympics Zone	CM	Olympics Zone	--WTF--	:30	3	\$1,300.00	P-1	0.00	NM	3	\$3,900.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12	--WTF--						3	\$1,300.00		0.00			
E 12	WTLV	08/06/12	08/07/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	MT-----	:30	4	\$7,000.00	P-1	0.00	NM	4	\$28,000.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/12/12	MT-----						4	\$7,000.00		0.00			
E 13	WTLV	08/01/12	08/03/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	--WTF--	:30	6	\$7,000.00	P-1	0.00	NM	6	\$42,000.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12	--WTF--						6	\$7,000.00		0.00			
E 14	WTLV	08/01/12	08/03/12	Olympic Late News Olympic Late News	CM	Various	--WTF--	:30	6	\$1,200.00	P-1	0.00	NM	6	\$7,200.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12	--WTF--						6	\$1,200.00		0.00			
E 15	WTLV	08/06/12	08/07/12	Olympic Late News Olympic Late News	CM	Various	MT-----	:30	4	\$1,200.00	P-1	0.00	NM	4	\$4,800.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/12/12	MT-----						4	\$1,200.00		0.00			



Order / Rev:	703571
Alt Order #:	6258694
Flight Dates:	08/01/12 - 08/07/12

Advertiser:	Romney, M/ RNC
Product Desc:	ROMNEY FOR PRESIDENT
Estimate:	298

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WTLV	08/06/12	08/07/12	Olympic Late News Olympic Late News	CM	Various MT-----	:30	4	\$1,200.00	P-1	0.00	NM	4	\$4,800.00
2X MAX/DAY														
E 16	WTLV	08/06/12	08/07/12	M-F 5-6a M-F 5-6am	CM	5a-6a MT-----	:30	4	\$300.00	P-3	0.00	NM	4	\$1,200.00
2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	MT-----		4		\$300.00		0.00				
E 17	WTLV	08/01/12	08/03/12	M-F 5-6a M-F 5-6am	CM	5a-6a --WTF--	:30	6	\$300.00	P-3	0.00	NM	6	\$1,800.00
2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	07/30/12	08/05/12	--WTF--		6		\$300.00		0.00				
E 18	WTLV	08/04/12	08/04/12	Sat 6-630p Sat 6-630pm	CM	Sat 6p-6:30p -----S-	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	07/30/12	08/05/12	-----S-		1		\$300.00		0.00				
E 19	WTLV	08/04/12	08/04/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p -----S-	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	07/30/12	08/05/12	-----S-		1		\$350.00		0.00				
E 20	WTLV	08/04/12	08/04/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime-----S-	:30	2	\$7,500.00	P-1	0.00	NM	2	\$15,000.00
2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	07/30/12	08/05/12	-----S-		2		\$7,500.00		0.00				
E 21	WTLV	08/04/12	08/04/12	Olympic Late News Olympic Late News	CM	Various -----S-	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	07/30/12	08/05/12	-----S-		2		\$1,200.00		0.00				
E 22	WTLV	08/05/12	08/05/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p -----S	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	07/30/12	08/05/12	-----S		2		\$400.00		0.00				
E 23	WTLV	08/05/12	08/05/12	Olympic Late News Olympic Late News	CM	Various -----S (12:00 XM-12:30 XM)	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	07/30/12	08/05/12	-----S		2		\$1,200.00		0.00				
												Totals	84	\$155,150.00